

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending Jun 30, 2012

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

Innovation Norway

00526

(c) Business Address(es) of Registrant

655 Third Ave, Suite 1810

New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Innovation Norway (a/k/a Innovasjon Norge)  
Akersgata 13  
0104 Oslo  
Norway

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

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**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Foreign Principal: Innovation Norway (a/k/a Innovasjon Norge), Oslo, Norway

Activities: Provided travel information and services, as well as promotional work. Answered written, telephone and e-mail requests from travel trade and from consumers. Sent travel information to travel agents, tour operators, travel editors and individuals. Produced and distributed travel information materials. Invited American tour operators to attend the Norwegian Travel Workshop in Norway. Published travel information and advertized in travel magazines. Updated websites (www.visitnorway.us and www.goscandinavia.com) with travel information. Visits to Norway to meet with Norwegian suppliers to discuss marketing activities and inform about travel trends in the USA.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

- 
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
09/01/2012	Innovasjon Norge	General operations and salaries	\$96,000
08/02/2012	Innovasjon Norge	General operations and salaries	\$96,000
12/03/2012	Innovasjon Norge	General operations and salaries	\$93,000
12/04/2012	Innovasjon Norge	General operations and salaries	\$97,000
13/04/2012	Innovasjon Norge	General operations and salaries	\$5,000
10/05/2012	Innovasjon Norge	General operations and salaries	\$98,000
13/06/2012	Innovasjon Norge	General operations and salaries	\$120,000
			\$605,000
			Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(c)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Innovation Norway (a/k/a Innovasjon Norge)  
Akersgata 13  
0104 Oslo  
Norway

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☒ Letters or telegrams  
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches  
☒ Other (specify) Norway Travel Guide - see attachment

**Electronic Communications**

☒ Email

☒ Website URL(s): www.visitnorway.us

☒ Social media websites URL(s): Facebook/visitnorwayUSA

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries  
☐ Legislators ☒ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☒ Other (specify) Travel agents, tour operators, travel magazines

21. What language was used in the informational materials:

☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

November 16, 2012

/s/ Hege Vibeke Barnes

eSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

## January/February

Outlet	Ad	Partners	Advertorial
Audubon	1 page	SAS, Fjord Norway	
Men's Journal	1 page		
Men's Journal	1 page		
Outside	1 page	Deuter, Fjord Norway	Land of the "Midnight Sun and the Northern Lights" (1 page)
Smithsonian	1 page		The Wet and Wild Side of the Fjords (1 page)

## March/April

Outlet	Ad	Partners	Advertorial
AFAR	1 page	Deuter, Fjord Norway	
Audubon	1 page	Hurtigruten	Eco Travel ( 2 pages)
Backpacker	1/3 page	Fjord Norway, Deuter	
Backpacker	1 page		An otherworldly adventure (1 page)
Boston Globe Magazine	1 page	Fjord Norway, Icelandair	Norwegian Regions (2 pages)
Boston Globe Travel	½ Newspaper page	Fjord Norway, Icelandair	
Men's Journal	1 page	Deuter, Fjord Norway	Norway true luxury (1 page)
Metro	8 page insert	Visit Sweden, Visit Denmark, SAS	
National Geographic Traveler	1 page		
New Yorker	½ Flip page		
Seattle Times Travel	1 page	Fjord Norway, Icelandair	
Seattle Times Travel	1 page	Fjord Norway, Icelandair	
Smithsonian	1 page	Hurtigruten	Cultural Journeys ( 1 page)
Travel Girl	1 page	Deuter, Fjord Norway	

## May/June

Outlet	Ad	Partners	Advertorial
Backpacker	1/3 page	Fjord Norway, Deuter	
Departures	1 page	Icelandair, Hurtigruten	
National Geographic Traveler	1 page	Icelandair	Norwegian Regions (1 page)
New York Times Style Magazine	1 page	Fjord Norway, Icelandair	
Travel Girl	1 page	Deuter, Fjord Norway	
Virtuoso Life	1 page	Visit Sweden, Visit Denmark, SAS	

AUDUBON JAN-FEB 2012

# FJORD NORWAY "AN OUT-OF-THE-ORDINARY DESTINATION"

*National Geographic Traveler*

VISIT  
NORWAY  
US

WITH OUT-OF-THE-ORDINARY ACTIVITIES:



*Eagle Safari*



*Cascading waterfall  
in Geirangerfjord*



*Fishing in Jostedal*



*Puffin at Runde*

Explore Fjord Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic fjord cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

Getting there is really easy with SAS' direct service to Norway from New York (Newark), and easy connections from all over the U.S.

For vacation ideas and travel offers, go to [www.visitnorway.us/audubon](http://www.visitnorway.us/audubon).  
If it's difficult to imagine, you have to be there to believe it.



Standard in Service

explore

[fjordnorway.com](http://fjordnorway.com)

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MENS JOURNAL JAN 2012

# "AN OUT-OF-THE-ORDINARY DESTINATION."

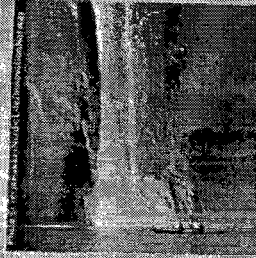
National Geographic Traveler

VISIT  
NORWAY  
US

WITH OUT-OF-THE-ORDINARY ACTIVITIES:



Glacier fun



Cascading waterfalls  
in Geirangerfjord



Fishing in Jordefjord



Scenic hiking

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

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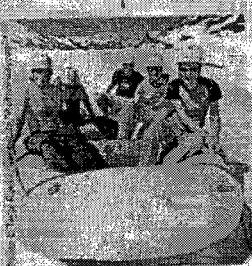
MENS JOURNAL FEB 2012

# "AN OUT-OF-THE-ORDINARY DESTINATION."

*Norway's Capital of the North*

VISIT  
NORWAY  
US

## WITH OUT-OF-THE-ORDINARY ACTIVITIES:



*Glacier fun*



*Cascading waterfalls  
in your fjord*



*Fishing in Fjordfjord*



*Scenic biking*

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

To learn more or to book your vacation, go to [www.visitnorway.us](http://www.visitnorway.us)

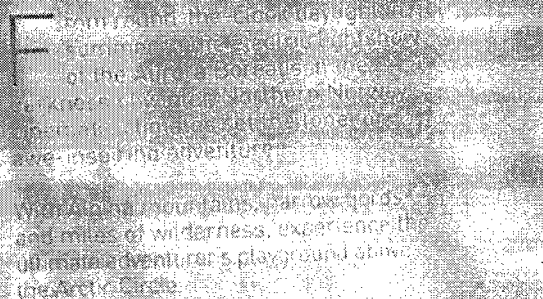


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# LAND OF THE MIDNIGHT SUN AND THE NORTHERN LIGHTS



Boat journey with a diver out to the icy waters of Barents Sea where Norway meets Russia. These ocean floors are home to some of the biggest, long crabs in the world. Crabs can span six feet and weigh up to 35 pounds. Hungry?

Whether by foot or skis, this protected wild sanctuary on Sams Island encompasses every aspect of North Norwegian coastal landscape from 500-year pine forests and fish flower meadows to barren mountain ranges that plunge to the sea. The terrain is challenging, but the views are spectacular.

Located halfway between Norway and the North Pole, these pristine arctic islands allow lucky travelers to experience nature in its purest form. Catching a glimpse of the majestic polar bear, reindeer and walrus while cruising under the Midnight Sun.

the links all night long under the Midnight Sun at one of the northernmost golf courses in the world. With the Norwegian Sea and snow-capped peaks as your surroundings, keep your eye on the ball as the tranquil sun sits low on the horizon.

LEARN MORE ABOUT ADVENTURES IN NORTHERN NORWAY AT VISITORWAY.NO



OUTSIDE MAGAZINE FEB. 2012

FJORD NORWAY

# "AN OUT-OF-THE-ORDINARY DESTINATION."

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US

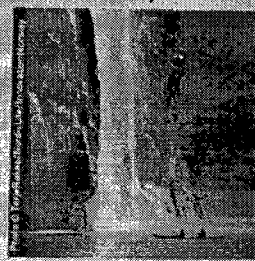
WITH OUT-OF-THE-ORDINARY ACTIVITIES:



Hiking in Geiranger



glacier fun



Cascading waterfalls  
in Geirangerfjord



Scenic biking

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Go to [www.visitnorway.us/deuter](http://www.visitnorway.us/deuter) to ENTER TO WIN—and find travel offers and inspiration for Norway.



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for the Norway Grand  
Prize trip for two!

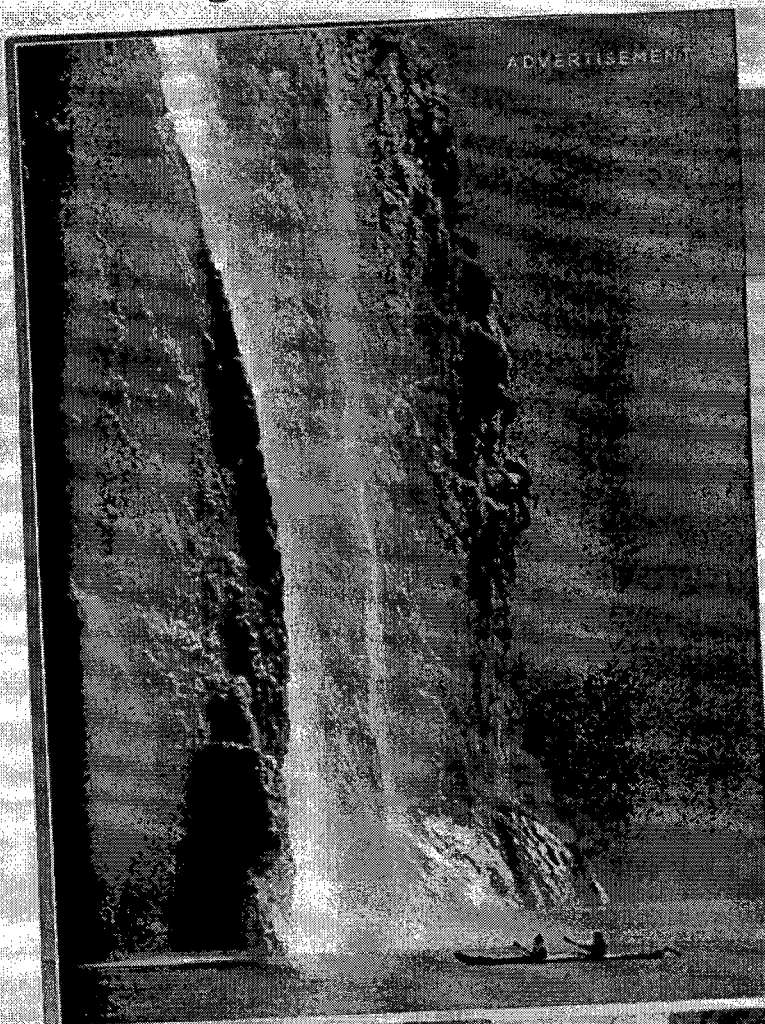
  
deuter

  
explore  
FjordNorway.com

  
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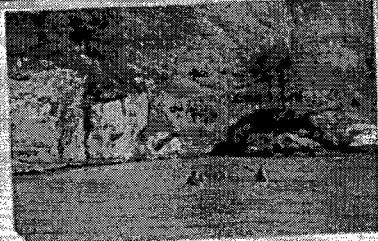
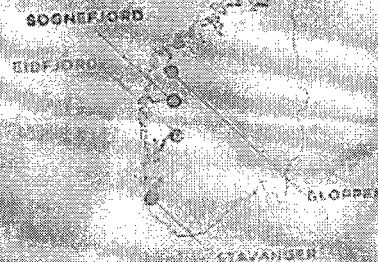


OUTSIDE MAGAZINE FEB. 2012



## THE WET AND WILD SIDE OF THE FJORDS

Graced with majestic mountains, cascading waterfalls, and lakes as clear as the blue sky, Fjord Norway offers the perfect playground for the true outdoor sportsman. Take advantage of these action-packed water adventures on the fjord-carved coast of Norway.



### KAYAK

#### EIDFJORD

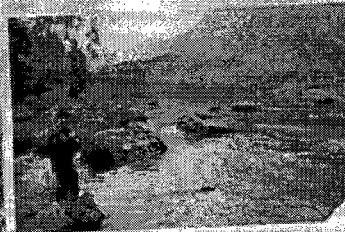
Situated on Hardangervidda National Park, Europe's largest mountain plateau, Eidfjord has excellent rivers no matter what your skill level. Get your adrenaline pumping with a white water adventure on glide through the towering and dramatic landscape.



### RAFT

#### SGOGEFJORD

Just 5 hours from Oslo in the Sognefjord district, the Jostedal River is the most popular water attraction in Norway. With Class I through III water rapids, adventurers can experience heart-chopping thrills in breathtaking scenery.



### FISH

#### GLOPPEN

The Nordfjord region delivers a spectacular variety of fishing year-round. Rent a rod and choose the preferred body of water—lakes, rivers, fjord or ocean—you can't go wrong at this angler's wonderland. Prepare for a workout, as it is not unusual to reel in some sizable salmon, mackerel, cod and other coastal species.



### SURF

#### STAVANGER

With miles of long sandy beaches and reefs, this region located on the southwest coast provides numerous surfing spots for intermediaries or experts. From little swells at Sella Beach to shoulder height waves at Bora, this popular area keeps surfers coming back for more. Hang 10!

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SMITHSONIAN FEB. 2012

# "AN OUT-OF-THE-ORDINARY DESTINATION."

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NORWAY  
US

WITH OUT-OF-THE-ORDINARY ACTIVITIES:



Waterfalls  
in Geirangerfjord



Scenic Lofoten



Viking Ship



UNESCO World Heritage,  
Bergen

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AFAR MARCH 2012

# "AN OUT-OF-THE-ORDINARY DESTINATION."

*National Geographic Traveler*

VISIT  
NORWAY  
US

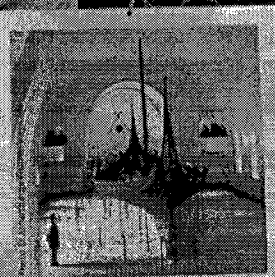
WITH OUT-OF-THE-ORDINARY ACTIVITIES:



*Waterfall  
in Geirangerfjord*



*Scenic, Lofoten*



*Viking Ships*



*UNESCO World Heritage,  
Bergen*

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

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AUDUBON MARCH 2012

"NORWAY IS BY ANY STANDARD  
ONE OF THE MOST BEAUTIFUL  
COUNTRIES ON EARTH"

*Lonely Planet*

VISIT  
NORWAY  
US

AND HERE'S THE REASON WHY:



Historic Bryggen,  
Bergen



Viking Ships



Reine in Lofoten

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To join a Hurtigruten voyage this summer and discover Norway's breathtaking coastline, contact your travel agent, call Hurtigruten at 877-301-3120, or visit [www.hurtigruten.us](http://www.hurtigruten.us)

To get inspiration and learn more about Norway, go to [www.visitnorway.us](http://www.visitnorway.us)

\*Fare shown is per person, double occupancy and based on minimum, inside grade on 6-day voyage. See brochure or website for additional details.



HURTIGRUTEN

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[www.visitnorway.us](http://www.visitnorway.us)



AUDUBON MAR 2012

SPECIAL ADVERTISING FEATURE

## Eco Travel



### Norway: A Leader in Eco-Travel—For a Reason

Spring and summer are great times to consider visiting one of Europe's leading eco-travel—and birding—destinations: Norway. The country's 15,600-mile coastline—seventh longest in the world—includes a variety of topography and habitats, and bustles with millions of birds heading for their Arctic feeding grounds.

Norway is home to some 475 bird species, including millions of seabirds. The islands of Runde and Lofoten feature large colonies of Atlantic puffins and black-legged kittiwakes. The northern coastline is a prized destination, teeming with razorbills, guillemots, gulls, terns, and eiders.

The Jæren system south of Stavanger features thousands of wintering birds, including geese, swans, grebes and eagles. About 45 percent of the country is mountainous and home to such species as the willow grouse, gyrfalcon, great snipe, and bluethroat and Lapland bunting. Woodlands are full of owls, grouse, woodpeckers and warblers. Most of Norway's Steller's eiders winter in the country's arctic north.

Norway is famous for its fjords, of course—more than half a dozen, each unique in its beauty and grandeur. Nærøysfjord is a UNESCO World Heritage site. Many visitors choose to cruise the fjords, but kayaking and hiking are also popular. More than 40 national parks provide great opportunities for hiking, biking, cross-country skiing, rafting and glacier-walking. They are also home to reindeer, elk, wolverines, lynx and musk ox.

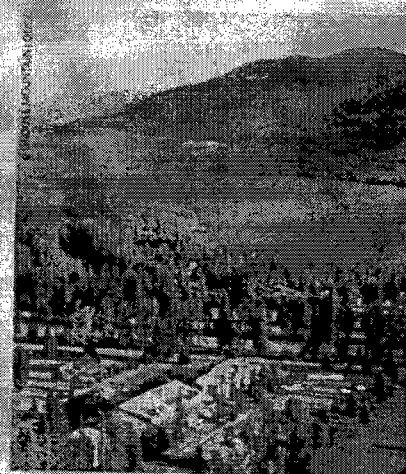
Ecotourism Norway, operated by Innovation Norway, the state-owned company charged with furthering economic development, is one reason Norway remains a leader in eco-travel. Among other initiatives, the organization manages a certification program for eco-travel businesses that involves 100 strict environmental performance criteria. [www.VisitNorway.us](http://www.VisitNorway.us)

### A Winning Combination: Glacier, Grouse and Red Bus

Known as the Crown of the Continent, Glacier National Park covers 1,600 square miles and boasts more than 130 lakes, countless forests and alpine meadows, a thousand species of plants, hundreds of different animals, and more than 250 birds—not to mention some of the most spectacular scenery anywhere.

Wildlife ranges from the ferocious (grizzly bears, lynx) to the fun (mountain goats, harlequin ducks). There are 750 miles of hiking trails and numerous campgrounds from which to take it all in, including many day-hiking options. Some 350 buildings are listed on the National Register of Historic Places.

Grouse Mountain Lodge is a great place to base your visit. Only half an hour away, it's more than 100 rooms and suites provide a range of accommodation, and the resort



offers a full assortment of activities, from golf and fishing to simply relaxing and, of course, exploring the wonders of Glacier National Park. The Lodge's affiliate, Red Bus Tours, runs half- and full-day tours in the oldest intact fleet of passenger-carrying vehicles anywhere. Built by the White Motor Company between 1936 and 1939, the red-with-black-trim vehicles are almost as renowned as the park itself.

[www.glacierparkinc.com](http://www.glacierparkinc.com)



BACKPACKER MAR 2012

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*National Geographic Traveler*

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## WITH OUT-OF-THE-ORDINARY ACTIVITIES:



*Glacier fun*



*Cascading waterfalls  
in Geirangerfjord*



*Fishing in Jostedal*



*Scenic biking*

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To learn more or to book your vacation, go to [www.visitnorway.us](http://www.visitnorway.us)



Scan to watch a video  
of exciting Norway

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BACKPACKER MAR 2012

## An Otherworldly ADVENTURE

Don't let the striking scenery fool you. It's easy to be captivated by Norway's elegant, snow-capped mountains and long, dramatic coastlines. But Norway is home to much more. From dense pine forests and lush valleys to towering fjords with soaring cliffs, Norway is a land of adventure just waiting to be conquered.



### ► EXPERIENCE THE FOLGEFONNA GLACIER

Just last year, *Backpacker* editors hiked, climbed and skied one of Norway's largest glaciers. Now it's your turn to follow in their footsteps. Easily accessible by road, sea or air, the Folgefonna Glacier is a spectacular white desert of ice with patches of blue and turquoise. It lies less than 15 miles from Hardangerfjorden—a deep-water fjord that is the third largest in the world.

The 85-square-mile Folgefonna is a plateau glacier where you can cappel into the crevasses on a challenging day trip or tackle an unforgettable overnight ski tour. Whichever experience you choose, don't miss the chance to summit the glacier's 5,452-foot highpoint where you'll be rewarded with spectacular views of the rugged Rosendal Alps and the Hardangervidda Mountain Plateau.



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### EMBARK ON A MULTI-SPORT ADVENTURE

Norway is an active traveler's paradise that offers much more than hiking and skiing. For a more diverse outdoor experience, add these adventures to your list.

#### ► PADDLE AND CLIMB THE LOFOTEN ISLANDS

Combine kayaking, a challenge and climbing in a heavily glaciated granite landscape. The islands are a hiker's dream, with extraordinary views of the sea and the fjords. But the real challenge is the climbing. A traditional climbing route of awe-inspiring progress is a true test of your climbing skills.

#### ► PEDAL THE NORTH SEA CYCLEWAY

Ride along the stunning North Sea coast and take a journey through the different epochs of Norwegian history. The North Sea Cycleway is a true test of your cycling skills.

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# BACKPACKER APR 2012

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## MULTIDAY

### Mountain Hardwear SummitPacket 40

For summer and fall overnight treks, the SummitPacket 40 (55 lbs) comes with removing the 100-gram frame sheet and built-in pack attached to the front, pinching testers. Dual shock foam shoulder straps, a padded lumbar pad, fully padded foam hip belt, and plastic cordage frame sheet effectively transfer loads of up to 30 pounds. A tunnel-like collar adds an extra 15 pounds of vertical capacity (but be careful with loading for proper balance). The roll-top closure provides the best for a lot. \$200; 11 lbs, 15 oz.; 40 liters; mountainhardwear.com

### The North Face Prophet 52

This mountaineering-oriented top-loader is most at home on steep slopes and loose rock. With excellent load compression, the narrow tail pack has a 1-inch internal padding for marching on awkward terrain. It has a 100-gram frame and 100-gram hip belt, and frequently loaded with 40 pounds of hardware, so it's a good idea to have a spare. \$189; 13 lbs, 6 oz.; 56 liters; thenorthface.com

### High Peak USA Lightning 50

On an overnight trip to Washington's Alpine Lakes Wilderness, one tester's partner had a 50-pounder with the Lightning, thanks to a lightly padded, adjustable (14 to 20 inches) suspension system. Comfort and durability are the only complaints on this pack, which offers easy access to the front of pockets and straps. Hike it back the support for over 25 pounds. \$149; 13 lbs, 6 oz.; 50 liters; highpeakusa.com

### Mammut Trion Guide 45+2

With an exceptional frame, a 100-gram frame sheet, and a 100-gram hip belt, this lightweight pack has a huge main compartment with removable and hip belt. The pack is adjustable when a boulder-hopped down from the 12,000-foot Middle Teton, says one tester. It's all the better, lightweight, and comfortable. Hike it back the support for over 25 pounds. \$200; 13 lbs, 11 oz.; 45 liters; mammut.ch

### Black Diamond Epic 45

Heavy gear, steep terrain, and high winds can make a pack a pain. The Epic 45, built by a 100-gram hip belt, has a 100-gram frame sheet and 100-gram hip belt. It's a good idea to have a spare. \$190; 13 lbs, 11 oz.; 45 liters; blackdiamondequipment.com

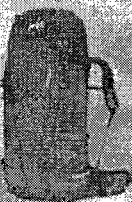
### Arcteryx Kato A5

It's the pack version of an SUV. A tester wrote one tester after a rough week-long weekend in the Wind River. Tester said the Kato was everywhere, climbing and hiking. The Kato was everywhere, climbing and hiking. The Kato was everywhere, climbing and hiking. \$259; 13 lbs, 11 oz.; 45 liters; arcteryx.com



### Granite Gear Crown 60

Following a week of the Crown 60, one tester says the Crown 60 is a good idea to have a spare. It has a 100-gram frame and 100-gram hip belt, and frequently loaded with 40 pounds of hardware, so it's a good idea to have a spare. \$200; 13 lbs, 11 oz.; 60 liters; granitegear.com



### Millet Midge 60+10

Get a bulky, one-of-a-kind pack for a week of the trip. It has a 100-gram frame and 100-gram hip belt, and frequently loaded with 40 pounds of hardware, so it's a good idea to have a spare. \$190; 13 lbs, 11 oz.; 60 liters; milletusa.com

### Terra Nova Quasar 55

Overnight treks and a week of the trip. It has a 100-gram frame and 100-gram hip belt, and frequently loaded with 40 pounds of hardware, so it's a good idea to have a spare. \$300; 13 lbs, 11 oz.; 55 liters; terra-nova.co.uk

### Montbell Expedition 70

Designed for light and fast, the Expedition 70 is a good idea to have a spare. It has a 100-gram frame and 100-gram hip belt, and frequently loaded with 40 pounds of hardware, so it's a good idea to have a spare. \$220; 13 lbs, 14 oz.; 70 liters; montbell.com

### Wenger Zenith 60

By the way, a tester said it was a good idea to have a spare. It has a 100-gram frame and 100-gram hip belt, and frequently loaded with 40 pounds of hardware, so it's a good idea to have a spare. \$219; 13 lbs, 10 oz.; 60 liters; wengerusa.com

## EXPLORE Fjords Norway



## AIRCONTACT 75+10

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BOSTON GLOBE MAGAZINE MAR 2012

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FJORD NORWAY

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historic Kviknes Hotel  
in Balestrand

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Explore Fjord Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

Getting there is easy with Icelandair from North America to four Norwegian gateways: Oslo, Bergen, Stavanger, and Trondheim—  
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a trip to Norway



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BOSTON GLOBE MAGAZINE MAR 2012

# NORWEGIAN REGIONS EMERGE AS EUROPE'S COOLEST TRAVEL MUSTS

*Hot snapshots of cool Norway*



Nature and culture—in perfect balance, **OSLO AND THE OSLO REGION** promise visitors a capital time, with stunning scenery and outdoor attractions and activities right at the doorstep of world-class urban culture, dining, and shopping. Take in an opera or museum, trawl designer shops, or enjoy an al fresco meal in cosmopolitan Oslo. Then set off for cycling, hiking, or even island-hopping by ferry or steamboat across the picturesque, pristine Oslofjord. In winter, ski and snowboard in Olympic capital Lillehammer.

[www.visitosloregion.com](http://www.visitosloregion.com)



A visit to **FJORD NORWAY** is the voyage of a lifetime—in the most beautiful destination in the world. Stretching northward along the western coast from Stavanger to Kristiansund, Fjord Norway is the Norway of travelers' dreams. The deepest, steepest fjords—some of them UNESCO World Heritage sites. The most exciting active adventures. The highest peaks and the most historical towns. Ancient Viking heritage, modern Scandinavian living. Landscapes and opportunities unrivaled in Norway itself, let alone the rest of the world. [www.FjordNorway.com](http://www.FjordNorway.com)



Straddling the striking southwestern coast, **STAVANGER** blends the best of Norway old and new, natural and nurtured. The country's oldest cathedral holds court over a charming, ancient city center that's also the nexus of a burgeoning culinary scene. But Stavanger is more than just history, culture, and cuisine. Sandy beaches, plunging waterfalls, and scenic roadways dot a surrounding countryside that culminates in the mighty Lysefjord and towering peaks like Pulpit Rock and Kjerag Mountain. [www.regionstavanger.com](http://www.regionstavanger.com)





UNESCO World  
Heritage Bergen

Balmy, beautiful, **BERGEN**—sheltered by seven mountains, warmed by Gulf Stream waters, and endowed with a medieval, mercantile heritage—is Norway's top cruise port, its window to the world ... and the Gateway to the Fjords. From the ancient, UNESCO-protected Bryggen wharf, through steep and winding, shop- and gallery-strewn streets and lanes to strongholds, churches, museums, a famed Fish Market and the Floyen and Ulriken peaks, Bergen is a big city ... but it bursts with small-town charm and atmosphere. [www.visitBergen.com](http://www.visitBergen.com)



Nidaros Cathedral,  
Trondheim

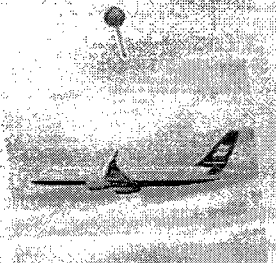
Norway's first capital, founded by a Viking king, and one of medieval Europe's leading pilgrimage sites, **TRONDHEIM** has today lost none of its appeal—for natives and visitors alike. Wide, stately streets lead to architectural wonders like Nidaros Cathedral and the Archbishop's Palace, not to mention humble but colorful wooden homes. An inventive university town, Trondheim even boasts a few one-of-a-kind quirks, like the world's first bicycle lift. Rent some wheels and try it out for yourself.

[www.visit-trondheim.com](http://www.visit-trondheim.com)



Hurtigruten

**HURTIGRUTEN**, an original Norwegian classic—which translates as "the fast route," has sailed between 34 ports strung along the country's breathtaking coast since 1893. Board one of the line's 11 comfortable, well-appointed ships for a seven-day northbound, six-day southbound or 12-day roundtrip coastal voyage chock-full of unrivaled scenery, sublime Norwegian cuisine, stellar service, and exciting shore excursions such as Viking feasts and Sea-eagle safaris. Get up close and personal with the diverse culture, history, and wildlife of Norway. [www.hurtigruten.us](http://www.hurtigruten.us)



Icelandair

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Win a Norway Adventure with Borton Overseas, visit [www.visitnorway.us/nationalgeographic](http://www.visitnorway.us/nationalgeographic)

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BOSTON GLOBE MAR 2012

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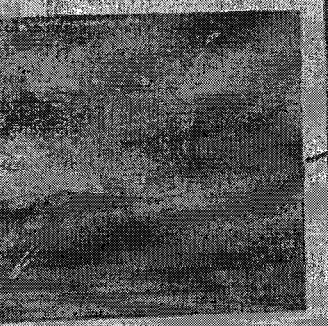
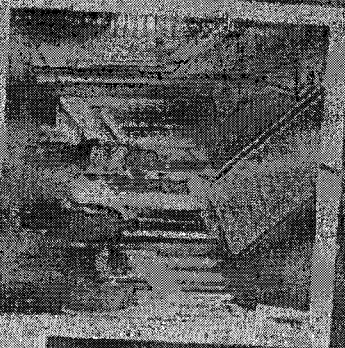
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NEWS JOURNAL MAR 2012

# "AN OUT-OF-THE-ORDINARY DESTINATION."

*National Geographic Traveler*

VISIT  
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US

WITH OUT-OF-THE-ORDINARY ACTIVITIES:



Waterfalls  
in Geirangerfjord



Scenic Location



Viking Ships



UNESCO World Heritage,  
Bergen

Explore Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You'll be amazed at the wonderful places to stay, historic cities, charming villages, excellent cuisine, and fantastic hospitality. Whatever type of vacation you choose, you'll experience an overwhelming feeling of peace and tranquility that will remain with you forever.

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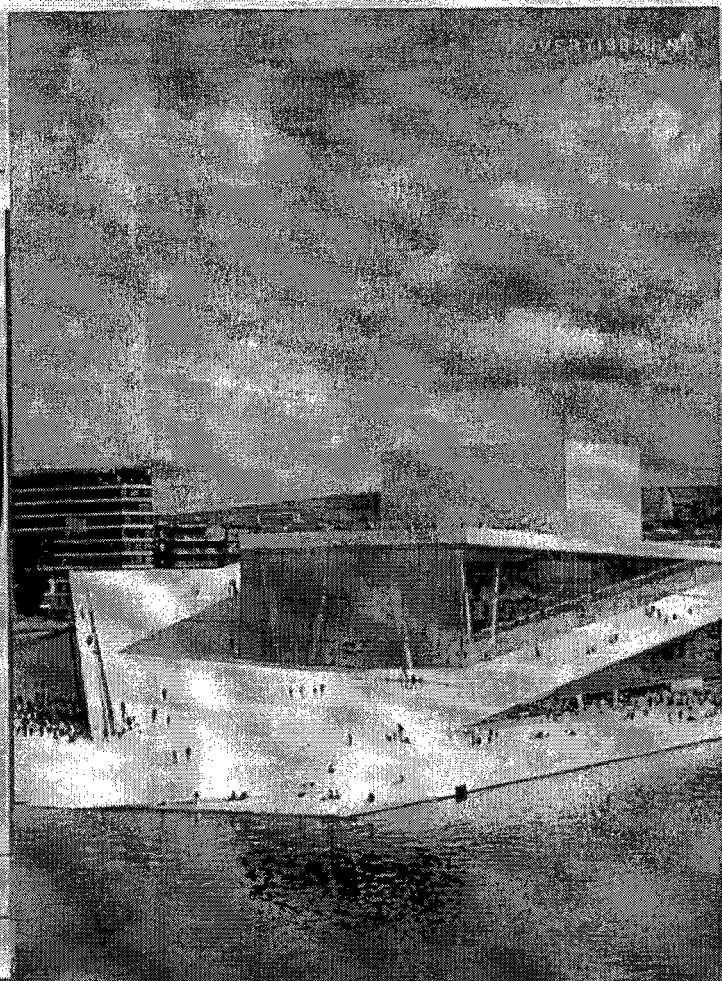
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MENS JOURNAL MAR 2012

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## NORWAY TRUE LUXURY

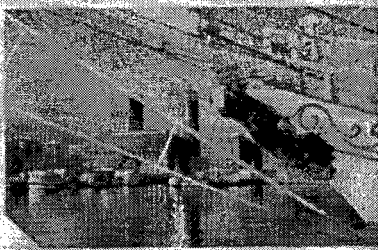
While it is easy to be captivated by the natural experiences Norway offers, adventure beyond the outdoors. From galleries and shopping to epicurean finds, Norway delivers a variety of cultural attractions for the discerning traveler. True luxury is waiting to be conquered.



FJORD NORWAY  
OSLO

### CITY AND NATURE CONVERGE

Oslo has lots of exciting culture to offer including millennium-old Viking ships, museums dedicated to Norway's golden age as a nation of explorers and seafarers, the Nobel Peace Center, and a spectacular new waterfront opera house. From Oslo it is easy to travel to beautiful valleys and towering mountains that abound in nature experiences.



**AN ARCTIC PARADOX**  
NORTHERN NORWAY  
At the same latitude as possible stretches of Canada, Alaska and Siberia, Northern Norway is home to the Midnight Sun and nights, the Northern Lights, and a fascinating history of arctic expeditions. Nevertheless, Northern Norway is not that extreme at all. In even on the island of Svalbard, where one of the world's polar bear populations roam, enjoy a fine meal at the most northerly bar in the world.



### A VOYAGE OF A LIFETIME

**FJORD NORWAY**  
Experience the majestic wonders and iconic coastline of the Fjords. From the crystal blue water, the mountains rise skyward. The summits, capped in snow and ice, which, when melts, sends waterfalls cascading down the mountainsides. Hailed as one of the world's most beautiful destinations, Fjord Norway is an unforgettable journey for adventurers to indulge their passion for adventure.

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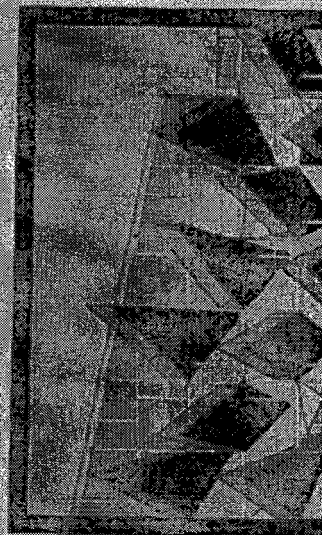
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Clockwise from left:  
Harbor baths at islands  
Brygge Copenhagen,  
Denmark Viewpoint at  
Aurland, Norway, Dargården,  
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# SUSTAINABLE SCANDINAVIA

*Living in Harmony with the Environment*

Scandinavians are known for their progressive and modern lifestyle, combined with their longstanding history and traditions. The environment and closeness to nature, alongside family life, play an important part of everyday life for Danes, Swedes and Norwegians. All year long you'll find Scandinavians out taking pleasure in nature - whether hiking, fishing, or enjoying a long

the midnight sun, a magnificent landscape surrounds you with fjords, mountains, and an extraordinary coastline that will take your breath away. An absolute must is the National Tourist Routes, with daring architecture that stands out from the backdrop, designed to add another dimension to exciting view points and rest stops.

To further explore Norway, be sure to check in at



NATIONAL GEOGRAPHIC TRAVELER MAR 2012

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*National Geographic Traveler 2011*

**"THE NATURAL BEAUTY AND SCENES  
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THE NEW YORKER APR 23, 2012

"Wha

## "OSLO IS EMERGING AS ONE OF EUROPE'S COOLEST CAPITALS"

*Condé Nast Traveller magazine*

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US

AND HERE ARE SOME COOL THINGS TO DO:



*The Munch Museum*



*Oslo Opera House*



*Kayaking in Oslo region*



*ICEGOK—open water round*

### THE OSLO REGION—ONLY A 7-HOUR FLIGHT FROM NEW YORK

Explore Oslo, the capital of Norway with its northern, urbane flair, architecture both historical and new, and world-famous attractions and museums. Must-sees include the Munch Museum, Holmenkollen Ski Jump, Viking Ship Museum, and the cutting-edge Oslo Opera House. Situated on a fjord and surrounded by hills and forests, the Oslo region is at once urban and rural. Hike in a forest, swim in a fjord, and then go to a world-class concert—all in the same day. The impressive natural landscapes of Eastern Norway's countryside, paired with the scenic Oslofjord coastline, make for a marvelous activity arena for all kinds of outdoor adventures.

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SEATTLE TIMES MAR 18 + MAR 25



NORWAY

# WORLD'S MOST AMAZING DESTINATION™

Geographic Institute

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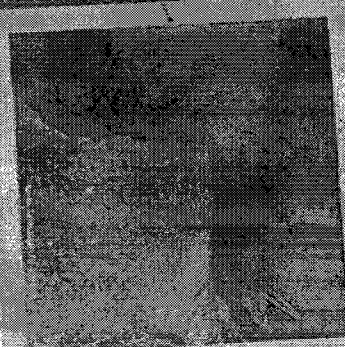
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and a 7-night stay at the  
historic Kviknes Hotel  
in Balestrand

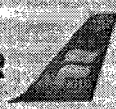
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Norway and you'll return to nature with breathtaking scenery, dramatic waterfalls, and the freshest of mountain air. You  
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SMITHSONIAN APR 2012

"NORWAY IS BEING RATED  
ONE OF THE MOST BEAUTIFUL  
COUNTRIES ON EARTH"

*Lonely Planet*

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NORWAY  
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AND HERE'S THE REASON WHY:



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Bergen*



*Viking Ships*



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To get inspiration and learn more about Norway, go to [www.visitnorway.us](http://www.visitnorway.us).

\* Fare shown is per person, double occupancy, and based on minimum inside cabin on 6-day voyage. See brochure or website for additional details.



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Balmy, beautiful, **BERGEN**—sheltered by seven mountains, warmed by Gulf Stream waters, and endowed with a medieval mercantile heritage—is Norway's top cruise port, its window to the world, and the Gateway to the Fjords. From the ancient, UNESCO-protected Bryggen wharf, through steep and winding, shop- and gallery-strewn streets and lanes to strongholds, churches, museums,

a famed Fish Market and the Floyen and Ulriken peaks. Bergen is a big city... but it bursts with small-town charm and atmosphere. [www.visitBergen.com](http://www.visitBergen.com)

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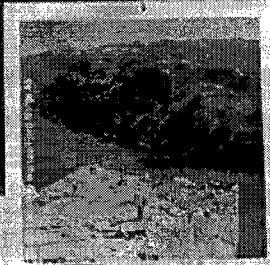
# FJORD NORWAY "THE WORLD'S MOST BEAUTIFUL DESTINATION."

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BACKPACKER MAY 2012



## Case Study

## Surge Survivor

Name Neil Peterson, 53. Predicament Swept into a surge channel, stuck in a cave

Neil Peterson and his wife, Susan, were hiking the West Coast Trail (WCT), a challenging 47-mile route that winds around the rugged Pacific coast of British Columbia.

They were hiking near the water's edge, taking advantage of an alternative route around a flat area. The route was exposed by the low tide, which allowed for a dry route between the surf and a steep cliff. They were nearly to the top of the cliff when the tide came in, and the surge swept them into a cave. The surge was so powerful that it knocked out one of the hikers and the surf inside the cave chose to take them out. The surge was so powerful that it knocked out one of the hikers and the surf inside the cave chose to take them out.

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Wet conditions, leaders on headland trails, and rising tides add difficulty to any route. Parks Canada offers a variety of options for all WCT hikers.

There is a tide in the sea that runs as much as seven feet between high and low. Always check tide tables if you're hiking along coastal trails and headlands (see page 12).

The only recorded WCT fatality occurred in a surge channel. Like crevasses, they are dangerous to cross. They can erode wave power and quickly fill with churning, frothy water.

Large waves can occur without warning. Crevasse can occur if you're hiking near or below the tide line. Stay on or above high ground.

Rescue is expensive by pounds per cubic foot, even for high waves. Beware of people on a boat.

[10] Don't attempt to jump ship farther than your boat. You may get lucky, but you shouldn't risk a costly injury to ankle, knee, or foot.

Groups should stay within visual or shouting distance. In hazardous conditions (lightning storms, landslides, avalanche chutes, etc.) spread out on land and in water. The whole group can't incapacitate.

Wet clothing increases heat loss fivefold. If you're in 50°F water, you'll succumb to hypothermia in an hour.

[9] Distribute survival and first-aid gear like shelter, fire, starting, and food among multiple packs.

If hypothermia hasn't compromised coordination, moderate exercises like sit-ups and jumping jacks will also increase body temp.

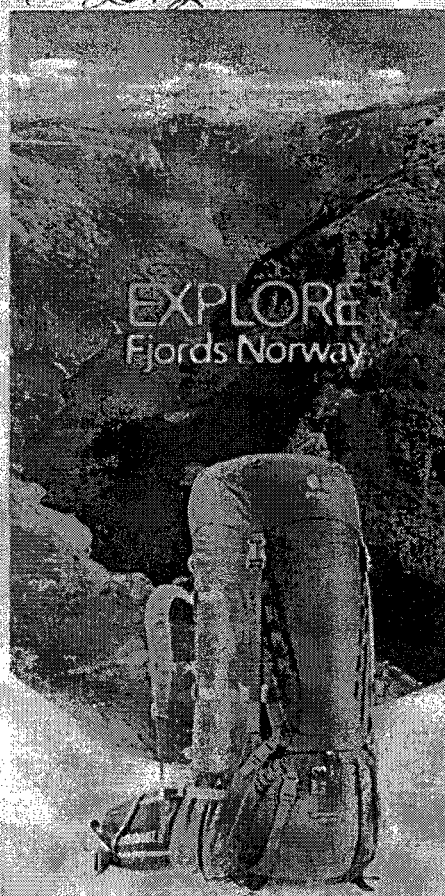
Discussion, strategizing rescue plans, and even laughing can diffuse critical moments, which can manifest physically and emotionally complicating rescue and decreasing your chance of survival.

[12] Study maps as a group. Make sure everyone is aware of bailout and escape routes, plus nearby roads and services that could be resources in an emergency.

[13] The hikers recounted the number of people involved in the accident (and their condition) to rescuers. Write down details like location, number of people, and a plan so that rescuers get the right info and are equipped.

Add a loop with a Prusik knot to a main rope for easy ascending. The loop will hold weight under pressure, but slides easily when overweighted (learn the knot at backpacker.com/prusik).

Folding and tripling a rope increases its weight-bearing strength. To secure yourself in a rescue collar, place it over your head, tuck it securely under your armpits, and cross your arms over your chest.



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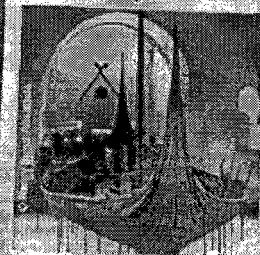
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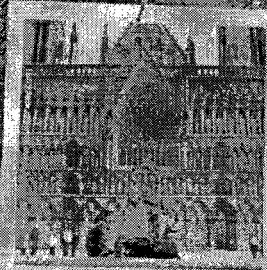
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*Hot snapshots of cool Norway*

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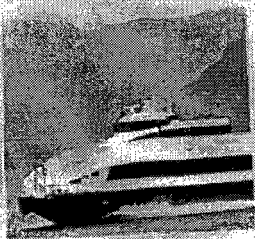
FJORD NORWAY

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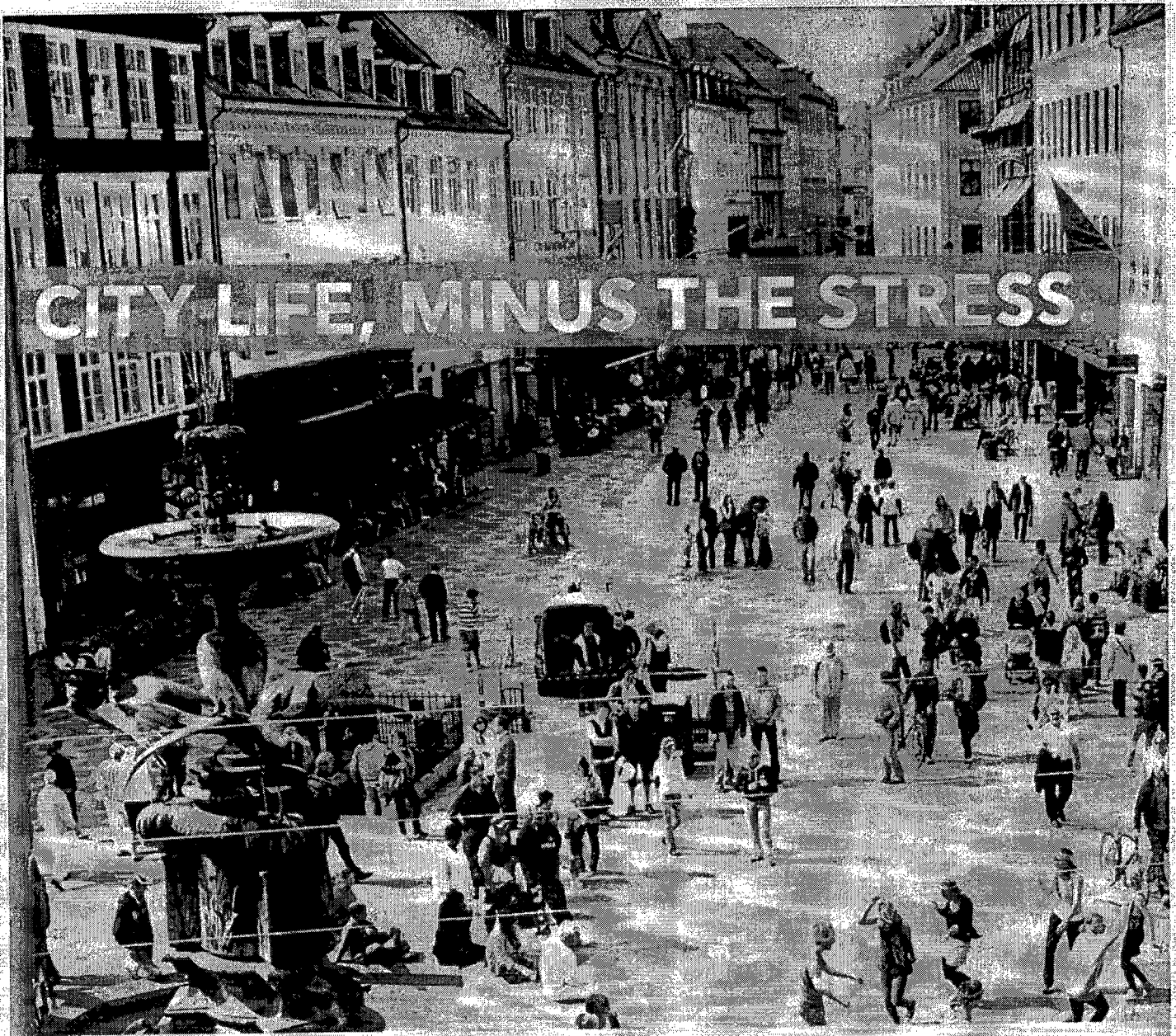


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